3-16-14



COMMISSION

OMB Number: Expires: October 31, 2001

Estimated average burden hours per response..... 12.00

ANNUAL AUDITED REPORTIVE **FORM X-17A-5** 

PART III

MAR 0 1 2004

SEC FILE NUMBER

**FACING PAGE** Information Required of Brokers and Dealers Pursuant to Section 17 of the Securities Exhange Act of 1934 and Rule 17a-5 Thereunder

REPORT FOR THE PERIOD BEGINNING OUD ON ON MM/DD/YY	AND ENDING	12/31/03 MM/DD/YY
A. REGISTRANT IDE	NTIFICATION	
NAME OF BROKER-DEALER: THE ON, LOUITY S ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not us		OFFICIAL USE ONLY FIRM I.D. NO.
One Financial Way  (No. and S  Ohi  (Siv)	1 1	5242 (Zip Code)
NAME AND TELEPHONE NUMBER OF PERSON TO CONTA	,	
B. ACCOUNTANT IDE	ENTIFICATION	
INDEPENDENT PUBLIC ACCOUNTANT whose opinion is con KPMG Peat Marwick, LLP  (Name - if individual,	ntained in this Report*	
1600 PN Center 201 E 54LS+ C	inti Ohin	45207.
(Address) (City)	(State)	(Zip Code)
CHECK ONE:  Certified Public Accountant  Public Accountant  Accountant not resident in United States or any of		PROCESSED  MAR 25 2004  THOMSON
EOD OFFICIAL	LICE ONLY	SINANCIAL

a currently valid OMB control number.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays

SEC 1410 (05-01)

<sup>\*</sup>Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

## OATH OR AFFIRMATION

1. Crystal Howard	<b></b>	swear (c	or affirm) tha	at, to the best	of my kno	wledge and
belief the accompanying financial statement				pertaining		=
The O.N. EDUTY Sales Comp.	200					, as of
December 31 , 20	_ <u>63</u> , are	true and	d correct. I f	urther swear (	or affirm)	that neither
the company nor any partner, proprietor, principal officer	or director ha	s any pro	oprietary inte	erest in any ac	count class	sified solely
as that of a customer, except as follows:						
					_	
				,		
		N	~/	<del> </del>		
			1 TOTAL	Hori	Pard	_
		<del></del>	Signatu	ire		
	E	0000	- 1 a A	n - + s. c	Par	-
		riogre	Title	erailors	<u> </u>	pac
	1111861111111					
I any the		NANC	Y J. HELD			
Notary Public		Notar	y Public			
This report ** contains (check all applicable boxes):	*		for the Sta			
(a) Facing Page.			ommission 3rd 2006	Expires		
(b) Statement of Financial Condition.	OHO HH	Julie 3	NU 2000			
(c) Statement of Income (Loss).	Munimize Or Origin					
(d) Statement of Changes in Financial Condition.						
(e) Statement of Changes in Stockholders' Equity o	r Partners' o	r Sole Pr	roprietors' C	apital.		
(f) Statement of Changes in Liabilities Subordinate	d to Claims o	of Credit	ors.			
(g) Computation of Net Capital.  (h) Computation for Determination of Reserve Requirements.	uiramante Du	revent to	Rule 15c3	2		
(ii) Information Relating to the Possession or Control						
(i) A Reconciliation, including appropriate explana					Rule 15c3-	-3 and the
Computation for Determination of the Reserve F						
☐ (k) A Reconciliation between the audited and unauc						ethods of
consolidation.						
(I) An Oath or Affirmation.  (m) A copy of the SIPC Supplemental Report.						
(m) A copy of the SIPC Supplemental Report.  (n) A report describing any material inadequacies fou	and to exist or	found to	have existed	I since the date	of the pre	vious audit
— ()					- 31 pro	

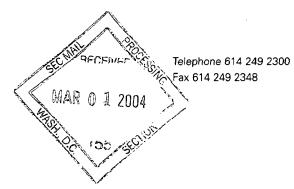
<sup>\*\*</sup>For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).



KPMG LLP

Suite 500 191 West Nationwide Boulevard Columbus, OH 43215-2568

The Board of Directors
The O. N. Equity Sales Company:



In planning and performing our audit of the consolidated financial statements and supplemental schedule of The O. N. Equity Sales Company and subsidiaries for the year ended December 31, 2003, we considered The O. N. Equity Sales Company's (the company) internal control, including control activities for safeguarding securities, in order to determine our auditing procedures for the purpose of expressing our opinion on the consolidated financial statements and not to provide assurance on internal control.

Also, as required by rule 17a-5(g) of the Securities and Exchange Commission (SEC), we have made a study of the practices and procedures followed by the Company including tests of such practices and procedures that we considered relevant to the objectives stated in rule 17a-5(g), in making the periodic computations of aggregate indebtedness and net capital under rule 17a-3(a)(11) and for determining compliance with the exemptive provisions of rule 15c3-3. Because the Company does not carry securities accounts for customers or perform custodial functions relating to customer securities, we did not review the practices and procedures followed by the Company in any of the following:

- (1) Making quarterly securities examinations, counts, verifications, and comparisons
- (2) Recordation of differences required by rule 17a-13
- (3) Complying with the requirements for prompt payment for securities under Section 8 of Federal Reserve Regulation T of the Board of Governors of the Federal Reserve System

The management of the Company is responsible for establishing and maintaining internal control and the practices and procedures referred to in the preceding paragraph. In fulfilling this responsibility, estimates and judgments by management are required to assess the expected benefits and related costs of controls and of the practices and procedures referred to in the preceding paragraph and to assess whether those practices and procedures can be expected to achieve the SEC's above-mentioned objectives. Two of the objectives of internal control and the practices and procedures are to provide management with reasonable, but not absolute, assurance that assets for which the Company has responsibility are safeguarded against loss from unauthorized use or disposition, and that transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in conformity with accounting principles generally accepted in the United States of America. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.

Because of inherent limitations in internal control or the practices and procedures referred to above, error or fraud may occur and not be detected. Also, projection of any evaluation of them to future periods is subject to the risk that they may become inadequate because of changes in conditions or that the effectiveness of their design and operation may deteriorate.

Our consideration of internal control would not necessarily disclose all matters in internal control that might be material weaknesses under standards established by the American Institute of Certified Public Accountants. A material weakness is a condition in which the design or operation of the specific internal control components does not reduce to a relatively low level the risk that error or fraud in amounts that would be material in relation to the financial statements being audited may occur and not be detected within a timely period by employees in the normal course of performing their assigned functions. However, we noted no matters involving internal control, including control activities for safeguarding securities, that we consider to be material weaknesses as defined above.



We understand that practices and procedures that accomplish the objectives referred to in the second paragraph of this report are considered by the SEC to be adequate for its purposes in accordance with the Securities Exchange Act of 1934 and related regulations, and that practices and procedures that do not accomplish such objectives in all material respects indicate a material inadequacy for such purposes. Based on this understanding and on our study, we believe that the Company practices and procedures were adequate at December 31, 2003, to meet the SEC's objectives.

This report is intended solely for the information and use of the Board of Directors, management, the SEC, and other regulatory agencies that rely on rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered brokers and dealers, and is not intended to be and should not be used by anyone other than these specified parties.

KPMG LLP

Columbus, Ohio January 27, 2004





(A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

Consolidated Financial Statements and Schedules

December 31, 2003

(With Independent Auditors' Report Thereon)

# THE O. N. EQUITY SALES COMPANY AND SUBSIDIARIES (A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

# **Table of Contents**

	Page
Independent Auditors' Report	1
Consolidated Statement of Financial Condition, December 31, 2003	2
Consolidated Statement of Operations, Year ended December 31, 2003	3
Consolidated Statement of Changes in Stockholder's Equity, Year ended December 31, 2003	4
Consolidated Statement of Cash Flows, Year ended December 31, 2003	5
Notes to Consolidated Financial Statements	6
Schedules:	
1 Consolidating Schedule—Statement of Financial Condition, December 31, 2003	9
2 Consolidating Schedule—Statement of Operations, Year ended December 31, 2003	10
3 Computation of Net Capital Under Rule 15c3-1, December 31, 2003	11



KPMG LLP Suite 500 191 West Nationwide Boulevard Columbus, OH 43215-2568

Telephone 614 249 2300 Fax 614 249 2348

#### Independent Auditors' Report

The Board of Directors
The O. N. Equity Sales Company:

We have audited the accompanying consolidated statement of financial condition of The O.N. Equity Sales Company (a wholly owned subsidiary of The Ohio National Life Insurance Company) and subsidiaries (collectively, the Companies) as of December 31, 2003, and the related consolidated statements of operations, changes in stockholder's equity and cash flows for the year then ended that you are filing pursuant to rule 17a-5 under the Securities Exchange Act of 1934. These consolidated financial statements are the responsibility of the Companies' management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the consolidated financial position of The O.N. Equity Sales Company and subsidiaries at December 31, 2003, and the results of their operations and their cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Our audit was conducted for the purpose of forming an opinion on the basic consolidated financial statements taken as a whole. The consolidating information contained in schedules 1 and 2 is presented for purposes of additional analysis of the consolidated financial statements rather than to present the financial position and results of operations of the individual companies. The supplementary information included in schedule 3 is presented for purposes of additional analysis and is not a required part of the basic financial statements, but is supplementary information required by rule 17a-5 under the Securities Exchange Act of 1934. The consolidating information and other supplementary information have been subjected to the auditing procedures applied in the audit of the basic consolidated financial statements and, in our opinion, are fairly stated in all material respects in relation to the basic consolidated financial statements taken as a whole.

KPMG LLP

January 27, 2004



THE O.N. EQUITY SALES COMPANY AND SUBSIDIARIES (A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

# Consolidated Statement of Financial Condition

December 31, 2003

### Assets

Cash Accounts receivable from affiliates (note 3) Other assets	\$	3,670,745 43,460 364,443
Total assets	\$_	4,078,648
Liabilities and Stockholder's Equity		
Liabilities: Accrued commission expense Accounts payable – trade State income taxes payable (note 2) Other liabilities Payable to affiliates (note 2)	\$	513,564 263,012 99,764 69,465 59,165
Total liabilities	_	1,004,970
Stockholder's equity (note 4): Common stock, without par value. Authorized 40,000 shares; 33,600 shares issued and outstanding at stated value of \$10 per share Additional paid-in capital Retained earnings	_	336,000 1,054,000 1,683,678
Total stockholder's equity		3,073,678
Contingencies (note 5)		
Total liabilities and stockholder's equity	\$ _	4,078,648

(A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

# Consolidated Statement of Operations

Year ended December 31, 2003

Revenues:		
Income from sale of investment company shares (note 3)	\$	22,917,603
Other commissions (note 1)		1,436,537
Commissions from sale of limited partnerships		718,957
Other income		45,663
Interest income	•	17,456
	_	25,136,216
Expenses:		
Commissions (note 3)		21,145,101
Commissions to other brokers		532,945
Service contract (note 3)		880,000
Salary expense		1,248,362
Other		603,635
	_	24,410,043
Income before federal income tax expense	_	726,173
Federal income tax expense (note 2):		
Current		212,884
Deferred		43,750
	_	256,634
Net income	\$_	469,539

# THE O.N. EQUITY SALES COMPANY AND SUBSIDIARIES (A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

# Consolidated Statement of Changes in Stockholder's Equity

Year ended December 31, 2003

	_	Common stock	Additional paid-in capital	Retained earnings	Total stockholder's equity
Balance at December 31, 2002	\$	336,000	1,054,000	1,214,139	2,604,139
Net income	_			469,539	469,539
Balance at December 31, 2003	\$	336,000	1,054,000	1,683,678	3,073,678

THE O.N. EQUITY SALES COMPANY AND SUBSIDIARIES (A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

# Consolidated Statement of Cash Flows

Year ended December 31, 2003

Cash flows from operating activities:	
Net income	\$ 469,539
Adjustments to reconcile net income to net cash provided by operating activities:	
Deferred federal income tax expense	43,750
Changes in assets and liabilities:	
Decrease in accounts receivable from affiliates	78,916
Increase in other assets	(54,651)
Increase in payable to affiliate	47,818
Increase in accounts payable and accrued commissions expense	235,984
Decrease in accrual for litigation settlement	 (115,000)
Net cash provided by operating activities	 706,356
Increase in cash and cash equivalents	706,356
Cash and cash equivalents at beginning of year	 2,964,389
Cash and cash equivalents at end of year	\$ 3,670,745
Federal income tax paid	\$ 133,461

(A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

#### Notes to Consolidated Financial Statements

December 31, 2003

#### (1) General Information and Significant Accounting Policies

The consolidated financial statements include the accounts of The O.N. Equity Sales Company (ONESCO) and its wholly owned subsidiaries, O.N. Investment Management Company, O.N. Insurance Agency, Inc., O.N. Insurance Agency of Massachusetts, and O.N. Insurance Agency of North Carolina (collectively the Company). All significant intercompany balances and transactions have been eliminated in consolidation.

ONESCO, which is a wholly owned subsidiary of The Ohio National Life Insurance Company (parent company or ONLIC), is registered as a broker and dealer in securities under the Securities Exchange Act of 1934. Accordingly, ONESCO follows the industry accounting practice of recording marketable securities owned at fair value in the consolidated statement of financial condition with related changes reflected in results of operations for the year.

The Company receives commissions and fees from sales by its registered representatives of various companies' investment company products, limited partnerships, and general securities. Fee and commission income are recognized when sales are made. Commission expense is recognized when sales are made. See note 3 concerning related party transactions.

Interest income is recognized when earned.

Service contract expense is recognized in the month the services are provided (see note 3).

Management of the Company has made a number of estimates and assumptions related to the reporting of assets and liabilities and the disclosure of contingent assets and liabilities as of the date of the consolidated statement of financial condition and revenues and expenses for the reporting period to prepare these consolidated financial statements in conformity with accounting principles generally accepted in the United States of America. Actual results could differ from those estimates.

For purposes of the consolidated statement of cash flows, the Company considers all short-term investments (including investments in money market mutual funds) with a maturity at date of purchase of three months or less to be cash equivalents.

The carrying amount of assets and liabilities approximates their fair value.

Comprehensive income includes net income as well as certain items that are reported directly within a separate component of stockholder's equity that are excluded from net income. Currently, net income is the Company's only component of comprehensive income.

#### (2) Federal Income Taxes

The Company files a consolidated Federal income tax return with its parent company. The Company calculates income taxes on a separate return basis. The tax benefits resulting from any operating losses by the Company which would be realized by the parent company on a consolidated return go to the benefit of the Company.

The Company has not established any deferred tax assets, liabilities or valuation allowances in accordance with the provisions of the Financial Accounting Standards Board's Statement of Financial Accounting

6

(Continued)

(A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

#### Notes to Consolidated Financial Statements

December 31, 2003

#### (2) Federal Income Taxes (Continued)

Standards (SFAS) No. 109, Accounting for Income Taxes, as temporary differences are immaterial to the financial position of the company.

Total Federal income tax expense for the year ended December 31, 2003 differs from the amount computed by applying the U.S. Federal income tax rate of 35% to income before Federal income tax expense as follows:

	 Amount	%
Computed (expected) tax expense Non-deductible state fees	\$ 254,161 2,473	35.0 0.3
Total expense and effective rate	\$ 256,634	35.3

As of December 31, 2003, the Company had a Federal income tax payable of \$56,908 to ONLIC which is included in payable to affiliates.

The Company had a state income tax payable of \$99,764 as of December 31, 2003.

#### (3) Related Party Transactions

The Company has a service contract with its parent whereby the Company is billed for services, office space, equipment and materials necessary to the operation of the Company's business. There is no assurance that these costs would be similar if the Company had to obtain such services, office space, equipment and materials on its own. The expenses incurred pursuant to this contract were approximately \$760,000 in 2003.

ONESCO has a distribution agreement with Ohio National Equities, Inc. (ONEQ), an affiliate, whereby agents of ONLIC sell and distribute variable life insurance and annuity contracts of the parent. In connection with the sale of these contracts, ONESCO records sales loads and related commission expenses. During 2003, the sale of these contracts resulted in income from sale of investment company shares of \$8,935,134 and commission expense of \$8,442,205. In addition, ONESCO sells shares of investment companies sponsored by unaffiliated parties.

The receivable due from ONLIC related to the service contract and distribution agreement was \$53,228 as of December 31, 2003. This receivable is reported net of accounts payable to ONLIC that relate to the above mentioned service contract.

ONESCO has a service contract with ONEQ whereby ONESCO receives \$50,000 from ONEQ annually. The fees received pursuant to this contract are recognized as a contra-expense to service contract costs, as the contract is to reimburse ONESCO for expenses paid to ONLIC on behalf of ONEQ.

(A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

#### Notes to Consolidated Financial Statements

December 31, 2003

### (4) Net Capital

ONESCO, as a registered broker and dealer in securities, is subject to the Securities and Exchange Commission Uniform Net Capital Rule (Rule 15c3-1 or the Rule). Under the computation provided by the Rule, ONESCO is required to maintain "net capital" equal to the greater of \$50,000 or 1/15 of "aggregate indebtedness", as those terms are defined in the Rule. At December 31, 2003, ONESCO had a minimum net capital requirement of \$66,870, and "aggregate indebtedness" and "net capital" of \$1,003,045 and 2,438,960, respectively.

### (5) Contingencies

The Company is a defendant in certain claims and legal actions arising in the ordinary course of business. In the opinion of management, after consultation with legal counsel, the ultimate disposition of these matters is not expected to have a material adverse effect on the Company's consolidated financial condition or consolidated results of operations.

THE O.N. EQUITY SALES COMPANY AND SUBSIDIARIES (A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

December 31, 2003

Consolidating Schedule - Statement of Financial Condition

Consolidated	3,670,745 43,460 364,443	4,078,648		513,564 263,012	99,764	69,465	1,004,970	336,000 1,054,000 1,683,678	3,073,678	4,078,648
Eliminations	(474) (238,860)	(239,334)			ŀ	(474)	(474)	(46,250) (108,750) (83,860)	(238,860)	(239,334)
O.N. Insurance Agency of North Carolina	123	123		1	ł	147	142	— — (61)	(19)	123
O.N. Insurance Agency of Massachusetts	7,469	7,469		] ]	J	1 55	155	7,314	7,314	7,469
O.N. Insurance Agency, Inc.	147,412	147,554			I	103	2,102	10,000	145,452	147,554
O.N. Investment Management Company	78,737 4,292 3,084	86,113		1 1	1			36,250 108,750 (58,887)	86,113	86,113
The O.N. Equity Sales Company	\$ 3,437,004 39,500 238,860 361,359	\$ 4,076,723		\$ 513,564 263,012	99,764	69,465	1,003,045	336,000 1,054,000 1,683,678	3,073,678	\$ 4,076,723
Assets	Cash Accounts receivable from affiliates Investment in wholly owned subsidiaries, at equity in their net asset Other assets	Total assets Liabilities and Stockholder's Equity	Liabilities:	Accrued commission expense Accounts payable – trade	State income taxes payable	Other liabilities Pavable to affiliate	Total liabilities	Stockholder's equity: Common stock Additional paid-in capital Retained earnings (Accumulated deficit)	Total stockholder's equity	Total liabilities and stockholder's equity

See accompanying independent auditors' report.

THE O.N. EQUITY SALES COMPANY AND SUBSIDIARIES (A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

\_

Consolidating Schedule -- Statement of Operations

Year ended December 31, 2003

Consolidated	22,917,603 1,436,537 718,957 45,663 17,456 25,136,216	21,145,101 532,945 880,000 1,248,362 603,635 24,410,043	726,173 212,884 43,750 256,634	469,539
Eliminations	(1,928,744)	(1,928,744)		(41,811) (41,811)
O.N. Insurance Agency of North Carolina	746	709 — — — — — — — — — — — — — — — — — — —	(10)	(19)
O.N. Insurance Agency of Massachusetts	158,209	150,151	8,058 2,820 — 2,820	5,238
O.N. Insurance Agency, Inc.	1,856,936	1,762,162	75,086 26,280 — 26,280	48,806
O.N. Investment Management Company	16,550	15,722	(6,576)	(12,214)
The O.N. Equity Sales Company	\$ 22,813,906 1,436,537 718,957 45,663 17,456 25,032,519	21,145,101 532,945 880,000 1,248,362 564,263 24,370,671	661,848 190,370 43,750 234,120	427,728 41,811 \$ 469,539
	Revenues: Income from sale of investment company shares Other commissions Commissions from sale of limited partnerships Other income Interest income	Expenses: Commissions Commissions to other brokers Service contract Salary expense Other	Income (loss) before federal income tax Federal income tax expense (benefit): Current expense (benefit) Deferred expense	Net income (loss) before net income of wholly owned subsidiaries Net income of wholly owned subsidiaries Net income (loss)

See accompanying independent auditors' report.

THE O.N. EQUITY SALES COMPANY
(A Wholly Owned Subsidiary of Ohio National Life Insurance Company)

# Computation of Net Capital Under Rule 15c3-1

December 31, 2003

Aggregate indebtedness:		
Accounts payable and accrued expenses, including payable to affiliate	\$	1,003,045
Net capital	\$	2,438,960
Minimum capital required to be maintained (greater of \$50,000		
or 1/15 of aggregate indebtedness of \$1,003,045)	_	66,870
Net capital in excess of requirements	\$	2,372,090
Ratio of aggregate indebtedness to net capital		0.41
Net worth:		
Common stock	\$	336,000
Additional paid-in capital		1,054,000
Retained earnings		1,683,678
Total net worth		3,073,678
Deduct:		
Non-allowable assets:		
Investment in wholly owned unconsolidated subsidiaries		
and receivables from affiliates		278,360
Other assets	_	356,358
	_	634,718
Net capital before haircuts on securities positions		2,438,960
Haircuts on securities computed pursuant to Rule 15c3-1: Other securities	_	
Net capital	\$	2,438,960

There is no material difference from the Company's computation of net capital included in Part IIA of Form X-17A-5 as of December 31, 2003. Note:

See accompanying independent auditors' report.